

**100mm.
sales are
up 117% in just
5 years!**
**Philip Morris People
Can Prove It:**

□ and the fastest-growing 100 mm's are Philip Morris brands. Marlboro 100's were up +24% in sales last year. Benson & Hedges 100's, up +12%. Virginia Slims, up +10%. Parliament 100's, up +6%! Overall, Philip Morris is the out-of-sight 100 mm. leader. □ Smokers of Philip Morris 100 mm. brands won't switch. If you don't have what they want, they'll find someone who has. □ Philip Morris 100 mm. smokers. We keep them — but if you're out of stock, you lose them.



**Philip Morris
USA**

Our people make money for you

